Exhibit B

MODERN MECHANIX

YESTERDAY'S *Tomorrow* TODAY

Scientific American
Issue: **Sep, 1952**
Posted in:
Advertisements,
Computers
Tags: **computer ads**
Posted: 03/31/2006
8 Comments
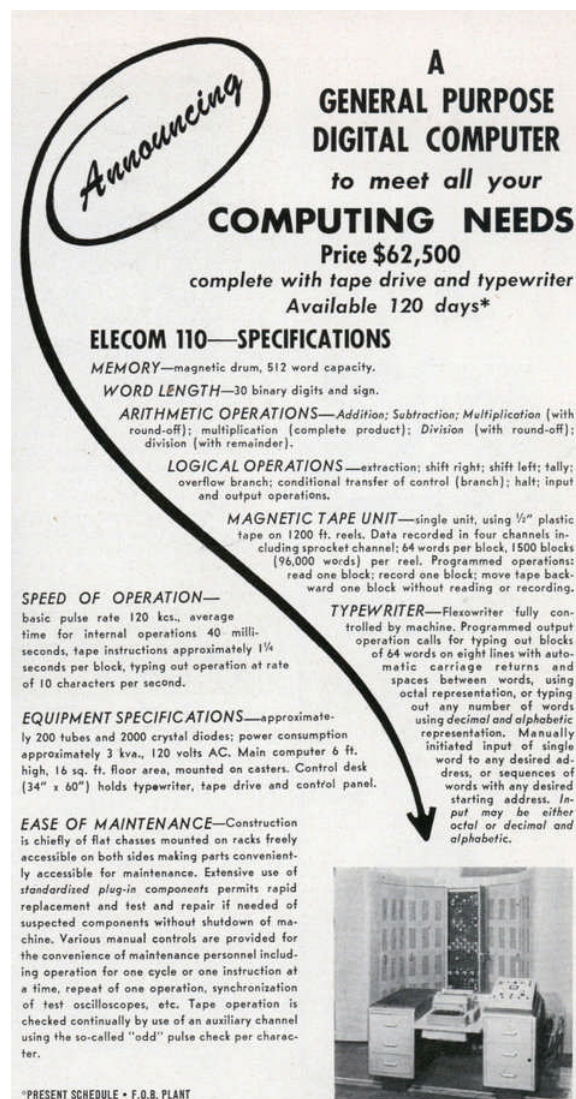
ANNOUNCING A GENERAL PURPOSE DIGITAL COMPUTER (Sep, 1952)

Not too shabby for $62K in 1952, this thing operates at .12Mhz has roughly 2K of memory and each tape holds around 360K.

Plus for all you case modders, it already comes with 200 glowing tubes. Try to beat that with your little LEDs.

Announcing A **GENERAL PURPOSE DIGITAL COMPUTER** to meet all your **COMPUTING NEEDS**

Price $62,500 complete with tape drive and typewriter Available 120 days*

ELECOM 110—SPECIFICATIONS

MEMORY—magnetic drum, 512 word capacity.

WORD LENGTH—30 binary digits and sign.

ARITHMETIC OPERATIONS—Addition; Subtraction; Multiplication (with round-off); multiplication (complete product); Division (with round-off); division (with remainder).

LOGICAL OPERATIONS—extraction; shift right; shift left; tally; overflow branch; conditional transfer of control (branch); halt; input and output operations.

MAGNETIC TAPE UNIT—single unit, using ½" plastic tape on 1200 ft. reels. Data recorded in four channels including sprocket channel; 64 words per block, 1500 blocks (96,000 words) per reel. Programmed operations: read one block; record one block; move tape backward one block without reading or recording.

SPEED OF OPERATION—basic pulse rate 120 kcs., average time for internal operations 40 milliseconds, tape instructions approximately 1¼ seconds per block, typing out operation at rate of 10 characters per second.

TYPEWRITER—Flexowriter fully controlled by machine. Programmed output operation calls for typing out blocks of 64 words on eight lines with automatic carriage returns and spaces between words, using octal representation, or typing out any number of words using decimal and alphabetic representation. Manually initiated input of single word to any desired address, or sequences of words with any desired starting address. Input may be either octal or decimal and alphabetic.

EQUIPMENT SPECIFICATIONS—approximately 200 tubes and 2000 crystal diodes; power consumption approximately 3 kva., 120 volts AC. Main computer 6 ft. high, 16 sq. ft. floor area, mounted on casters. Control desk (34" x 60") holds typewriter, tape drive and control panel.

EASE OF MAINTENANCE—Construction is chiefly of flat chasses mounted on racks freely accessible on both sides making parts conveniently accessible for maintenance. Extensive use of *standardized plug-in components* permits rapid replacement and test and repair if needed of suspected components without shutdown of machine. Various manual controls are provided for the convenience of maintenance personnel including operation for one cycle or one instruction at a time, repeat of one operation, synchronization of test oscilloscopes, etc. Tape operation is checked continually by use of an auxiliary channel using the so-called "odd" pulse check per character.
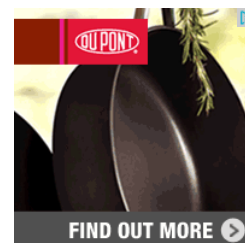
*PRESENT SCHEDULE · F.O.B. PLANT

Inquiries should be addressed to the Development Department
ELECTRONIC COMPUTER CORPORATION
Executive Offices: Founded 1949   Laboratory and Plant:
160 Avenue of the Americas   265 Butler Street
New York 13, N. Y.   Brooklyn 17, N. Y.

ANNOUNCING A GENERAL PURPOSE DIGITAL COMPUTER
to meet all your
COMPUTING NEEDS

Price $62,500
complete with tape drive and typewriter
Available 120 days*

ELECOM 110 — SPECIFICATIONS

MEMORY—magnetic drum, 512 word capacity. WORD LENGTH—30 binary digits and sign.

ARITHMETIC OPERATIONS—Addition; Subtraction; Multiplication (with round-off); multiplication (complete product); Division (with round-off); division (with remainder).

LOGICAL OPERATIONS— extraction; shift right; shift left; tally; overflow branch; conditional transfer of control (branch); halt; input and output operations.

MAGNETIC TAPE UNIT —single unit, using 1/2″ plastic tape on 1200 ft. reels. Data recorded in four channels including sprocket channel; 64 words per block, 1500 blocks (96,000 words) per reel. Programmed operations: read one block; record one block; move tape backward one block without reading or recording.

TYPEWRITER—Flexowriter fully controlled by machine. Programmed output operation calls for typing out blocks of 64 words on eight lines with automatic carriage returns and spaces between words, using octal representation, or typing out any number of words using decimal and alphabetic representation. Manually initiated input of single word to any desired address, or sequences of words with any desired starting address, Input may be either octal or decimal and alphabetic.

SPEED OF OPERATION— basic pulse rate 120 kcs., average time for internal operations 40 milliseconds, tape instructions approximately 1-1/4 seconds per block, typing out operation at rate of 10 characters per second.

EQUIPMENT SPECIFICATIONS—approximately 200 tubes and 2000 crystal diodes; power consumption approximately 3 kva., 120 volts AC. Main computer 6 ft. high, 16 sq. ft. floor area, mounted on casters. Control desk (34″ x 60″) holds typewriter, tape drive and control panel.

EASE OF MAINTENANCE – Construction is chiefly of flat chasses mounted on racks freely accessible on both sides making parts conveniently accessible for maintenance. Extensive use of standardized plug-in components permits rapid replacement and test and repair if needed of suspected components without shutdown of machine. Various manual controls are provided for the convenience of maintenance personnel including operation for one cycle or one instruction at a time, repeat of one operation, synchronization of test oscilloscopes, etc. Tape operation is checked continually by use of an auxiliary channel using the so-called "odd" pulse check per character.

Inquiries should be addressed to the Development Department

ELECTRONIC COMPUTER CORPORATION
Founded 1949

Executive Offices:
160 Avenue of the Americas
New York 13, N. Y.

Laboratory and Plant:
265 Butler Street
Brooklyn 17 N. Y.

Related posts:

1. Remington Rand introduces the ERA 1103 general-purpose computer system (Mar, 1953)
2. Become a well-paid computer programmer (Jun, 1970)
3. IN RETURN FOR CHARACTER .. A CAREER (Jan, 1956)

wheel engine, that converts... ` – **Dec 5:33 AM**

Heracles: And here we are, 80 years later: http://www.examiner.com/article/w-burning-cell-phone-chargers-at-the--sandy-nyc-disaster ` – **Dec 18, 6:25 PM**

TAGS

Airships Alternative Energy Art Audio Equipment Bell Telephone Cartoons Chemical Warfare Christmas Clothing Computer Ads Correspondence School Crafts Dair Diving Electronics Fax Food Furnit Giant Sized Golf Guns Headgear Hobbies Housewif Aids How Its Made In T Future Inventions Wanted Lighting Magic Models Musical Instruments Parking Phonograph Radioactivity Remington Rand Rockets Shaving Smokin Telescopes Tom McCahill Trailers Typewriters Useful Whats New Worlds Fair

View All Tags

MISC

Log In
Register
Contact

FRIENDS/FAMILY

Anthology Film Archives
Danny Shopsin
Jason Fulford
Shopsin's Novelties
Shopsin's Restaurant
Tamara Shopsin
The House I Live In
The House I Live In – Trailer

FIND MAGAZINES

Antique Magazine Emporium
J&J Collectibles
Michelle's Paper Palace
More Magazines
Now And Then Odds And Ends
OLD VINTAGE MAGAZINES
Paper Time Machine
Paperback Swap
PriceRiot Vintage Magazines
South Dakota Stuff

SITES I LIKE

Agence Eureka
Atlas Obscura
Bedazzled!
BibliOdyssey
Boing Boing